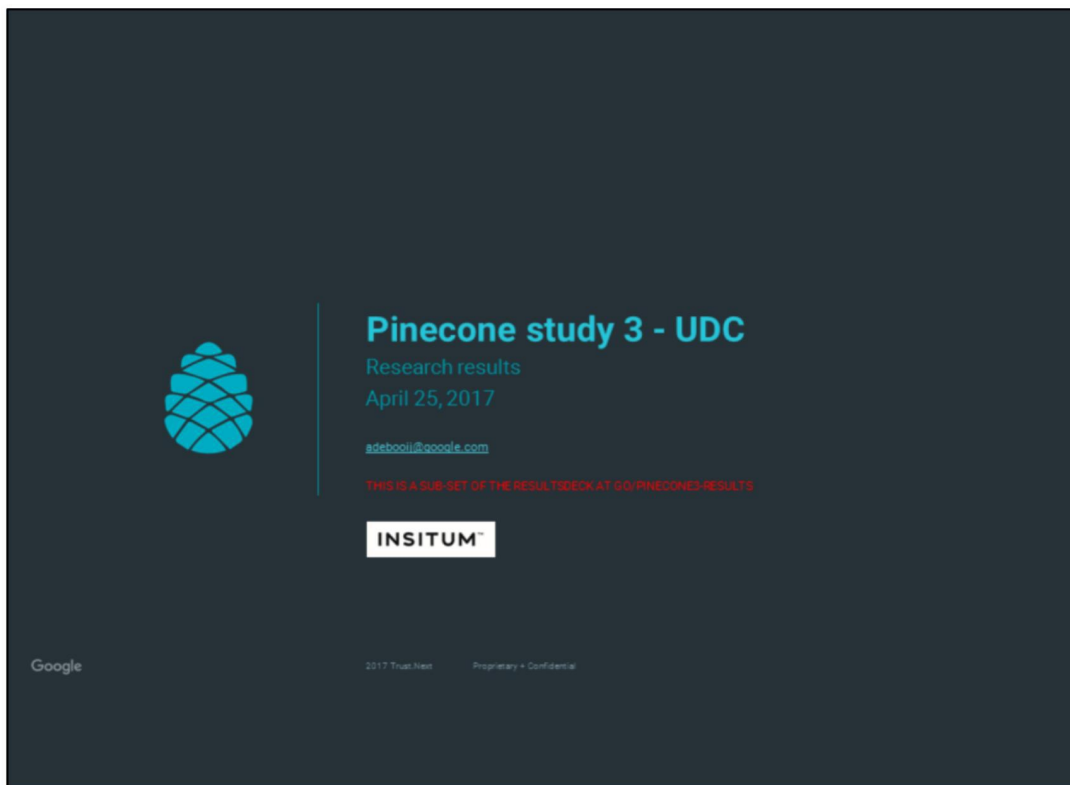
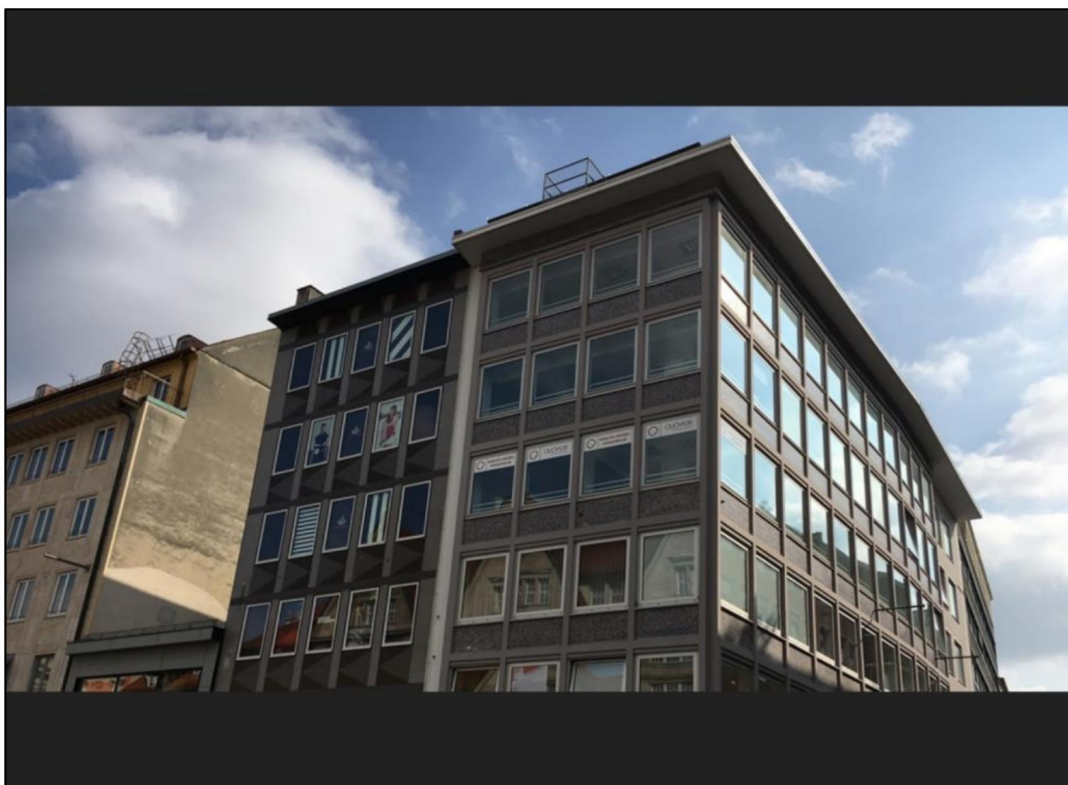
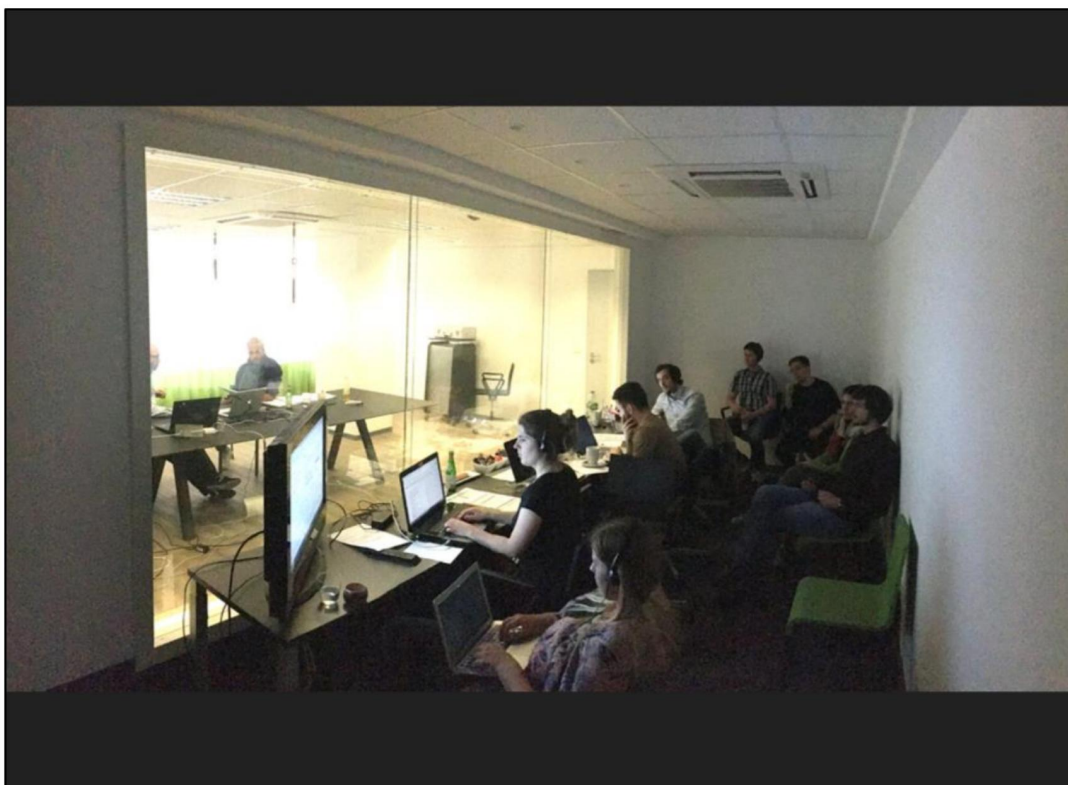


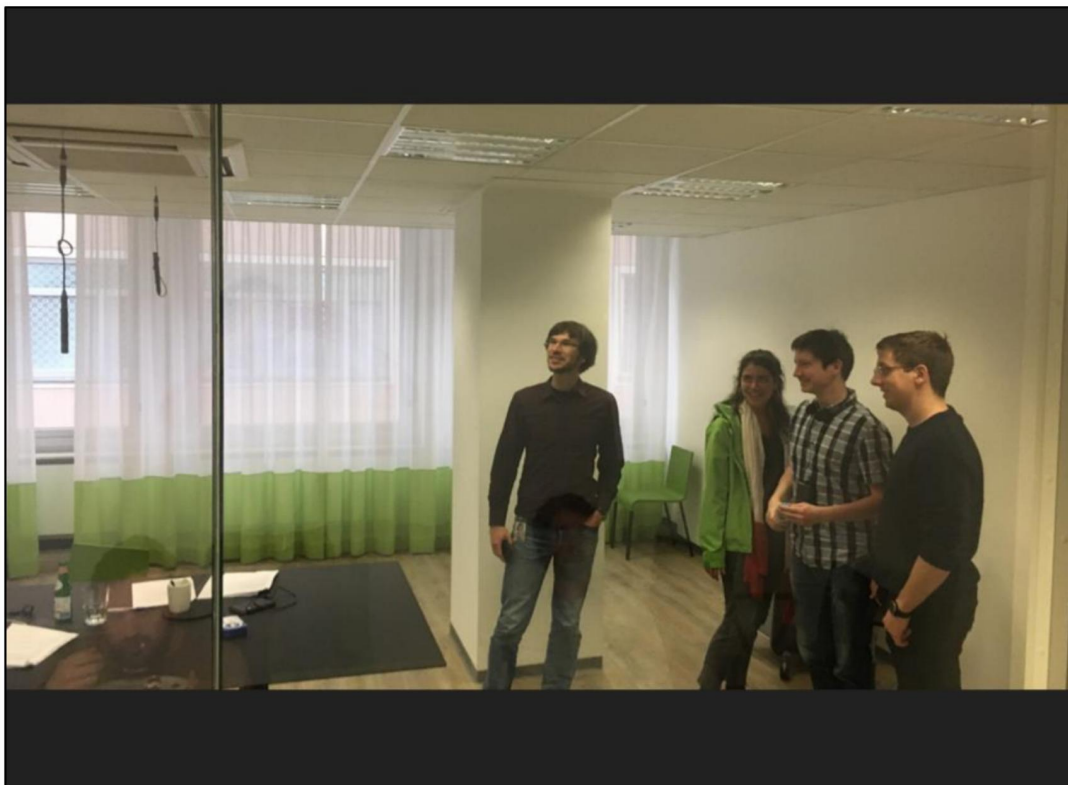
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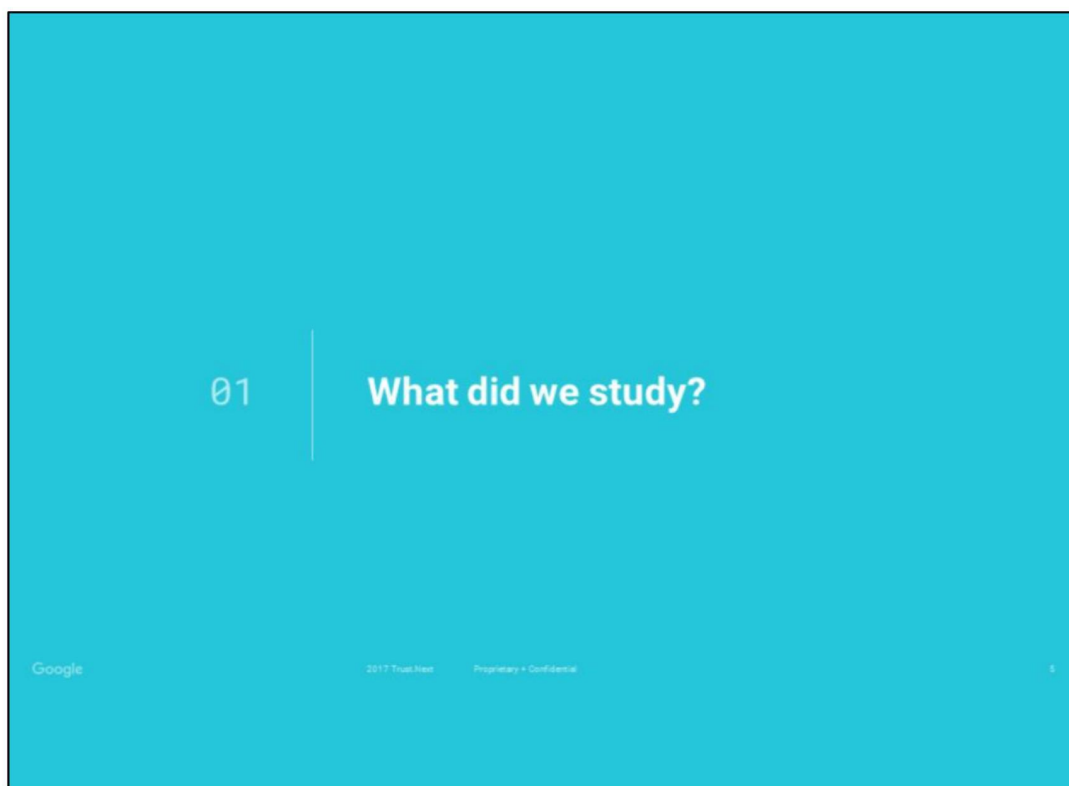


Research location





UDC team looking into the lab and experiencing the one-way mirror



Goals & Method

Topics

Here are the topics that we included in this study:

1. Dashboard - V8
2. Broad Consent
3. UDC consent flow
4. UDC web setting

Participants

10 participants (5 male, 5 female)
Mix of ages (28-57)
Both Android and iOS users
All using Google products signed-in
All of them interested in privacy issues
go/pinecone3-participants
go/pinecone3-screener

Procedure

1 hour one-on-one interviews in a usability lab setting
Participants used both a smartphone and a desktop.
We looked at comprehension and task completion
go/pinecone3-videos

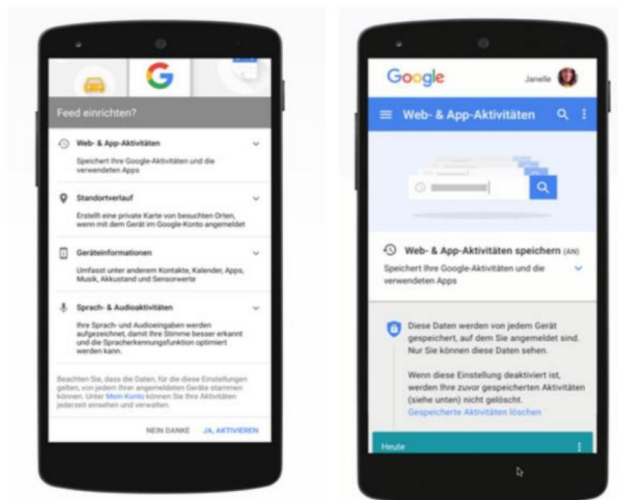
UDC

For the Activity controls, we suspect that we can increase the clarity and comprehension of the text. Also, we are changing the UI for web and we want to see if users comprehend what the Activity controls are in this context.

Research questions

- Do users comprehend what will happen if they turn on the Web & App activity setting (in the context of an app)?
- Does adding "My Activity" in Activity controls help comprehension?
- Do they understand what happens to their already stored data when they turn it off?

go/udc-pinecone3

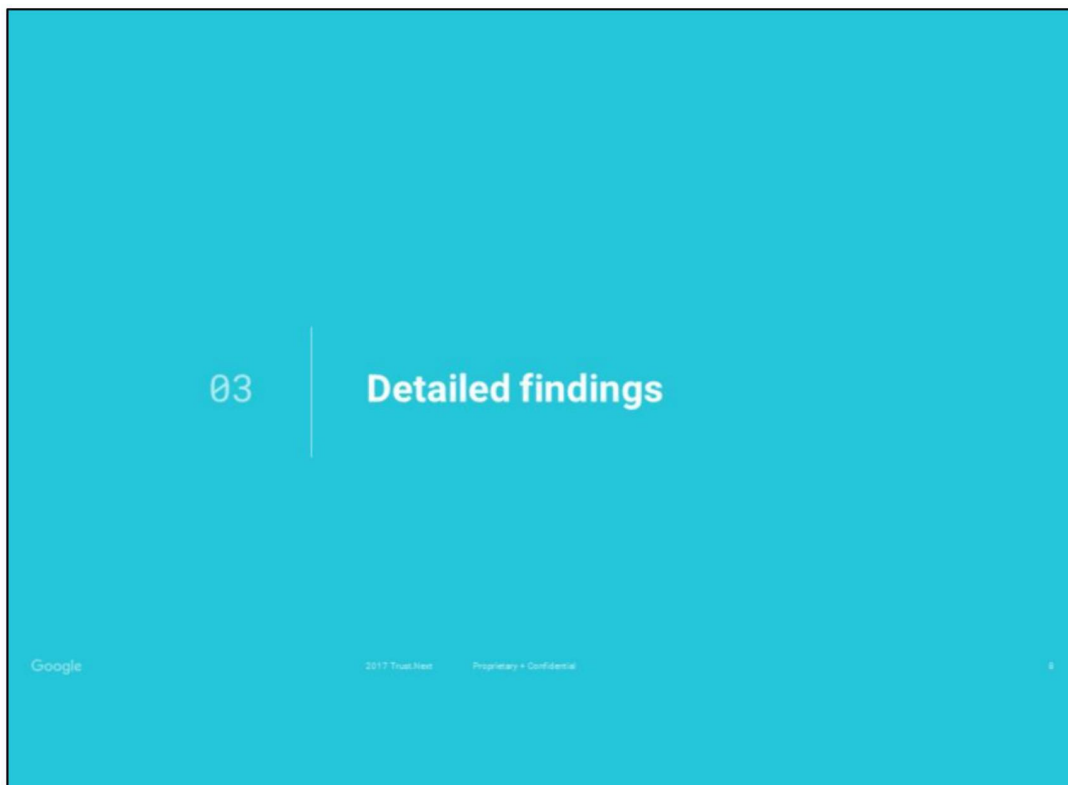


Google

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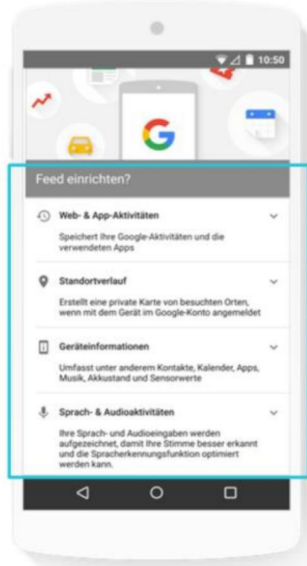
7





Participants want to be able to customize which UDC setting is turned on.

Result	Analysis	Recommendation
8/10 participants expected or wanted to be able to customize which UDC setting they turned on.	Some information is more sensitive than other. People expected Google to keep track of their search behaviour or websites they visited. They were more hesitant about sharing their Voice & Audio activity and locations.	Give users the option to individually include or exclude types of data used for the feed. Because it was 'all or nothing' now, users decided to not share anything when they might have been willing to share some data. http://b/37730546



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Participants want to be able to customize which UDC setting is turned on.

"I can't say yes this and no that. I don't want location history"

Michael, 33

"Voice & Audio activity, think I can change something there. Here I can activate it or not".

Kathrin, 45

"I would switch off audio"

Sabine, 55

"It says here that everything will be saved. That's fine. It would be good if at the same time it came with an on/off switch."

Johannes, 37

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11

3/10 participants understand that their stored activity will be used to personalize their experience

Result

3/10 participants understand that their stored activity will be used to personalize their experience in this app as well as other Google apps and services, 7/10 understood after re-reading the text.

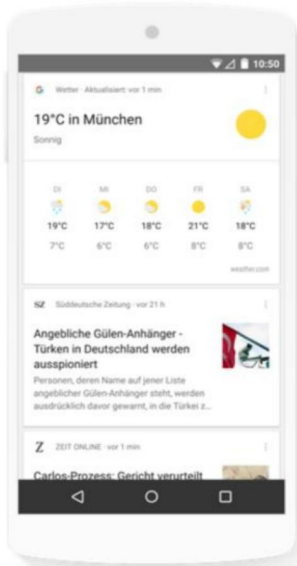
Analysis

Most participants grasp that their online behaviour has an effect on their experience across the various Google products, but don't fully understand the mechanics or until what extent, especially when it comes to third party sites and applications. This might be because only the 'Web & App Activities' section could be opened.

Recommendation

Explain what information will be used in which way, maybe even giving examples so it becomes more tangible to users.

<http://b/36500762>



The smartphone mockup displays a Google search interface. At the top, it shows 'Wetter' (Weather) and 'Aktualisiert vor 1 min'. The main content is a weather forecast for '19°C in München' (Munich) for 'Sonntag' (Sunday). Below this is a 5-day forecast table:

DI	MI	DO	FR	SA
19°C	17°C	18°C	21°C	18°C
7°C	6°C	6°C	8°C	8°C

Below the weather forecast, there are news snippets. The first is from 'SZ Süddeutsche Zeitung' with the headline 'Angebliche Gülen-Anhänger - Türken in Deutschland werden ausspioniert' (Alleged Gülen followers - Turks in Germany are being spied on). The second is from 'ZEIT ONLINE' with the headline 'Carlos-Prozess: Gericht verurteilt' (Carlos case: Court convicts).

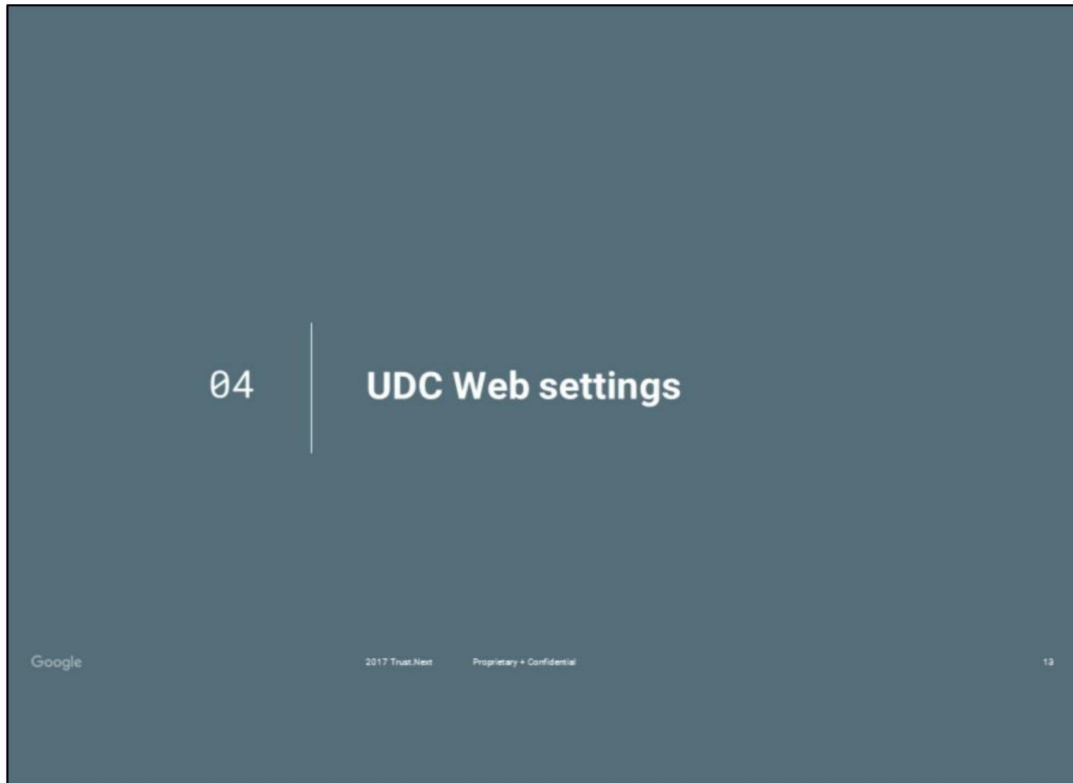
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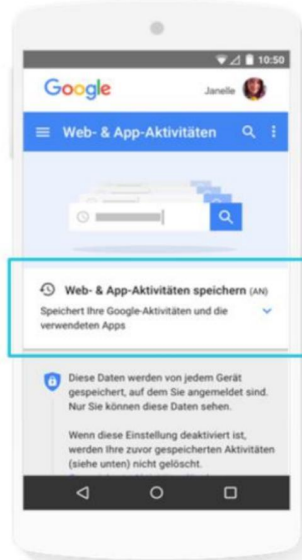
12

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Participants had difficulty finding where to turn off the WAA setting.

Result	Analysis	Recommendation
5/10 participants had difficulty finding where to turn off the WAA setting. They didn't notice it at the top of the screen, some tried to tap the word ON (AN) to turn it off and some didn't realize they needed to expand it.	The 'Web & App Activity' section is not recognised as an expandable section. The little blue downward arrow is very subtle and not noticed by the participants.	Having a toggle or button visible instead of having it hidden behind a click will make it clearer and easier to change the Web & App Activity setting. http://b/37733610



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1.4

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The effect of the activation of the Web & App Activity is not well understood.

Result

6/10 understand if you turn ON the setting, your activity in this app as well as on other Google apps and services will be stored.

1/10 understands if you turn ON the setting, your stored activity will be used to personalize your experience in this app as well as other Google apps and services

2/10 understand if you turn OFF this setting, no new activity will be recorded AND associated with your account

Analysis

Participants understand that activating the setting will store their data, but not how this will affect their experience. One person mentions that it will influence the types of ads they will see. The explanatory text states that it will affect the user experience, but not how.

Recommendation

Be more explicit of the effects of activation / deactivation. Use simple language. Also, User Experience ("Nutzererfahrung") may not be a word that everybody understands.

<http://b/37733630>

Web- & App-Aktivitäten speichern (AN)

Speichert Ihre Google-Aktivitäten und die verwendeten Apps

Personalisiert Ihre Google-Nutzererfahrung, basierend auf den von Ihnen verwendeten Apps und Ihren Aktivitäten mit den Google-Diensten.

Wenn diese Einstellung aktiviert ist, werden folgende Daten in Ihrem Google-Konto gespeichert:

- Ihre Suchanfragen und sonstigen Aktivitäten in den Google-Diensten und -Apps. Dazu gehören Ihr Standort sowie Ihre angeklickten Suchergebnisse. Dazu gehören Ihr Standort sowie Ihre angeklickten Suchergebnisse.
- Welche Apps anderer Anbieter Sie auf Ihren Android-Geräten verwenden und wann Sie diese verwenden. Dazu gehören zwar Informationen zum Zeitpunkt der Verwendung, jedoch nicht Ihre Aktivitäten in den Apps.

Hinweis: Auch wenn Sie diese Einstellung deaktivieren, speichert Google Ihre Suchanfragen unter Umständen vorübergehend, um die Qualität Ihrer aktuellen Sitzung in der Suche zu verbessern.

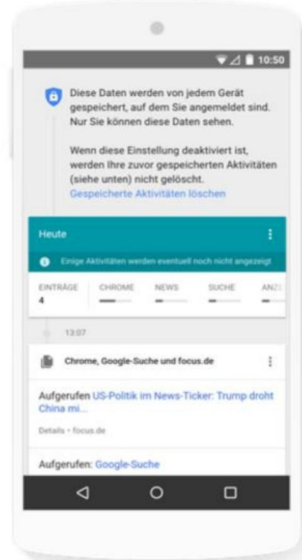
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GOOG-RDGZ-00020706

Participants understand that the activity shown is related to the WAA setting

Result	Analysis	Recommendation
<p>10/10 understand that the activity shown under 'Heute' (Today) is there because they had the Web & App Activity switched on.</p> <p>There was some confusion about what would happen to the data if the setting would be deactivated, 2/10 thought it would automatically delete previous data as well.</p>	<p>The vertical timeline seems to work well.</p> <p>As we have seen on other slides as well, there is some confusion about how personal data is managed, what is stored, for how long etc. One person thought it had a data limit, that when reached, old information would be deleted automatically.</p>	<p>Keep the Activity display the way it is.</p> <p>http://b/33617060</p>



Google

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The relationship between sWAA and WAA was not well understood.

Result

Only 3/10 participants understand the relation between the sWAA and the WAA.

One participant thought it would deactivate her third party apps.

Analysis

In general the participants do not understand in which way Google has access to data from other websites and apps, nor how this is used, so they also do not understand what they are activating or deactivating.

The divider and the fact that the checkbox is placed below the button makes it look like a separate element.

Recommendation

Move the sWAA up to above the button, as it affects what is being activated or not. Textwise, "Dazu gehören" (This includes) refers to the paragraph above the button, so it should be placed there accordingly.

<http://b/37733132>

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GOOG-RDGZ-00020708



Paris - May 18 & 19

No UDC here.



Barcelona - June 7 & 8

UDC? Maybe?